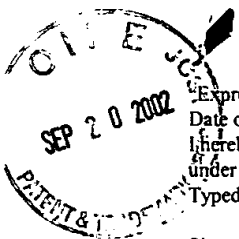


9-23-02

3622



Express Mail" mailing label number: EL403108055US

Date of Deposit: 9/18/02

I hereby certify that this paper or fee is being deposited with the United Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Assistant Commissioner for Patents, Washington, D.C. 20231.

Typed or Printed Name of Person Mailing Paper or Fee: Maggie Corby

Signature: Maggie Corby**PATENT**  
**Docket No. 2195.5**

**IN THE**  
**UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Robert Carl Silkey, et al. ASSIGNEE: Einstein Industries, Inc.

SERIAL NO: 09/754,182 EXAMINER: TESFAMARIAM, MUSSIE

FILED: 1/3/01 GROUP ART UNIT: 3622

FOR: "SYSTEM AND METHOD OF NETWORK BASED MARKETING"

**ASSISTANT COMMISSIONER FOR PATENTS**  
**WASHINGTON, D.C. 20231**

**TRANSMITTAL LETTER**

Dear Sir:

In connection with the above-referenced application for patent, transmitted herewith are the following:

1. Revocation of Power of Attorney (1 page);
2. Power of Attorney (1 page); and
3. Statement under 37 CFR 3.73(b) (1 page).

**RECEIVED**

SEP 25 2002

**GROUP 3600**

Please enter these transmitted documents and update your records to reflect the undersigned as attorney of record.

Respectfully submitted,

Kenneth R. Wright

Patent Registration No. 48,046

HAYES SIMPSON GREENE LLP  
600 W. Broadway, Ste. 400  
San Diego, California 92101  
(619) 702-4333



#2/Pat

Please type a plus sign (+) inside this box ☒

Approved for use through 10/31/2002. OMB 0651-0035  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE  
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it display a valid OMB control number.

PTO/SB/81 (02-01)

## POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	09/754,182
Filing Date	1/3/01
First Named Inventor	Robert Carl Silkey
Title	Network Based Marketing
Group Art Unit	
Examiner Name	
Attorney Docket Number	2195.005

I hereby appoint:

☐ Practitioners at Customer Number

OR

☒ Practitioner(s) named below:

Place Customer  
Number Bar Code  
Label here

Name	Registration Number
Kenneth R. Wright	48046

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please change the correspondence address for the above-identified application to:

☐ The above-mentioned Customer Number.

OR

☐ Practitioners at Customer Number

OR

Place Customer  
Number Bar Code  
Label here

<input checked="" type="checkbox"/> Firm or Individual Name	Kenneth R. Wright				
Address	600 W. Broadway, Suite 400				
Address					
City	San Diego	State	CA	Zip	92101
Country	USA				
Telephone	(619) 702-4333	Fax	(619) 515-1994		

I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

### SIGNATURE of Applicant or Assignee of Record

Name	Einstein Industries, Inc.
Signature	<i>[Signature]</i>
Date	15 Sep 02

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☐ \*Total of \_\_\_\_\_ forms are submitted.

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

RECEIVED  
SEP 25 2002  
GROUP 3600

SEP 20 2002

PTO/SB/96 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Robert Carl Silkey, et al.

Application No./Patent No.: 09/754,182 Filed/Issue Date: 1/3/01

Entitled: System and Method of Network Based Marketing

Einstein Industries, Inc., a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by, percentage) of its ownership interest is \_\_\_\_\_ %

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 011429, Frame 0203 or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

2. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

3. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

15 Sept 02  
Date

David W. Evans

Typed or printed name

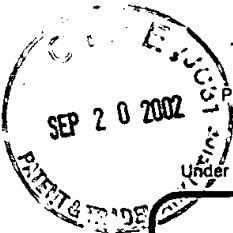
[Signature]  
Signature

President

Title

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

RECEIVED  
SEP 25 2002  
GROUP 3600



Please type a plus sign (+) inside this box → ☒

PTO/SB/82 (10-00)

Approved for use through 10/31/2002. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

## REVOCATION OF POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	09/754,182
Filing Date	1/3/01
First Named Inventor	Robert Carl Silkey
Group Art Unit	
Examiner Name	
Attorney Docket Number	2195.005

I hereby revoke all previous powers of attorney or authorizations of agent given in the above-identified application:

☒ A Power of Attorney or Authorization of Agent is submitted herewith.

OR

☐ Please change the correspondence address for the above-identified application to:

☐ Customer Number



Place Customer  
Number Bar Code  
Label here

OR

☐ Firm or  
Individual Name

Address

Address

City

Country

State

ZIP

Telephone

Fax

I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

### SIGNATURE of Applicant or Assignee of Record

Name

Einstein Industries, Inc.

Signature

Date

15 Sept 2002

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☐ \*Total of \_\_\_\_\_ forms are submitted.

Burden Hour Statement: This form is estimated to take 3 minutes to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

RECEIVED  
SEP 25 2002  
GROUP 3600